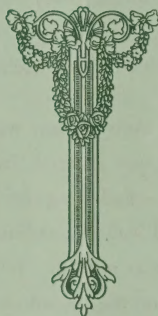


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SCHEER on a Glad = STERLING on Silver



Announcing
SCHEER

Releases for 1942

FROM THE RECORDS

Season of 1941

WHITE GOLD more than fulfilled every promise made by its first season, that of 1940, when it won Four Blue Ribbons, one at every show where it was entered, and also won the American Home Achievement Medal.

Its record during the 1941 show season was **ELEVEN BLUE RIBBONS**: One at **EACH SHOW** where it was entered, from the **NEGS Show** at Boston, all the way across the continent - including the **Midwest Show** at Chicago, - to the **Washington State Show**, and some **Canadian Shows**, as well. That made its record, to date, 100%. But that was not all: **White Gold** was also awarded the **Washington State Gold Medal**, and the **Canadian Gladiolus Society Silver Medal**. It was also given 'A' rating in the **Canadian G. S. Symposium**.

Competent judges have pronounced it the **Outstanding Cream**, and it appears to be destined for a brilliant future.

MARSEILLAISE, although not shown as extensively, also won the **Blue Ribbon** wherever it was entered, including the **Midwest Show**. At the **Wisconsin State Show**, it was first in its class, division champion, and **Grand Champion Spike** of the show.

GENGHIS KHAN, unfortunately, missed every major show last summer, due to scarcity of stock which limited the number that could be grown. Larger stock should remedy this in 1942. - watch for it at the shows the coming summer.

SCHEER Introductions for 1942

PHOEBE - (Sdlg. (Mrs. P. W. Sisson X Coryphee) X Picardy)

A tall, large-flowered, pink, mid-season. Exhibition. Phoebe opens from 8 to 12 six inch florets on a 28-30 inch flower-head; overall height 60 inches and up. Florets are ruffled, of good substance, and excellent placement; 22 - 25 buds on straight spike; color a clean pink, blending to soft cream in the throat. Plants are strong with heavy foliage and produce bulblets abundantly; bulblets germinate very well. Bulbs clean and healthy.

Prices: Any size bulb - \$3.00

Bulblets - @ .35, 10 - \$3.00

SHOOTING STAR - (Maid of Orleans X Picardy)

Cream sister seedling of White Gold.

Opens 8-11 on a long flowerhead on tall, straight spike; florets 4½-5 inches, excellent placement, good substance; color rich cream with very faint lavender feather. Plant healthy and robust grower, making spikes of 60" and producing bulblets freely; bulbs apparently immune to disease.

Shooting Star was given an Award of Merit by the Massachusetts Horticultural Society under its seedling number and was scored 89 by the seedling judging committee of the Wisconsin G. S.

Prices: Any size bulb - \$3.00

Bulblets - @ .35, 10 - \$3.00

BURGUNDY - (Commander Koehl X Picardy)

A ruffled, velvety, deep red. Opens 9-12 medium size florets, perfectly placed on straight spike; florets strongly ruffled and of heavy substance; color rich, velvety, deep, pure red, without admixture of any other color, with very narrow cream line on lower petals. Plants and bulbs healthy and bulblets of more than average size are freely produced.

Burgundy's only fault is that it lacks somewhat in height: I have not been able to get spikes of more than 40-45"; however, under the field culture by which my stock is grown my stock never approaches the height to which the same varieties are grown by others and Burgundy may do much better under more favorable cultural condition.

Because of its somewhat short stature, I have felt hesitant about introducing it, but so many visitors at the Midwest Show who saw it displayed in baskets and vases, and especially commercial growers, urged me to introduce it by all means, that I finally decided to do so.

Prices: Any size bulb - \$2.00

Bulblets - 10 - \$1.00

From a famous Oregon breeder and grower— "WHITE GOLD came through the best. I had some grand spikes from the few bulbs you sent me--- It is a real variety."

1941 INTRODUCTIONS

WHITE GOLD - (Maid of Orleans X Picardy)

Already connoisseurs call White Gold the outstanding cream gladiolus. Its record on the show bench would be hard to equal: White Gold has won the Blue Ribbon at every major show where it was entered - FIFTEEN Blue Ribbons at FIFTEEN shows in 1940-41, and, on top of this, it has won the American Home Achievement Medal, the Washington State Gold Medal, and the Canadian G. S. Silver Medal.

White Gold is one of the tallest growers and one of the sturdiest of all glads. An Illinois grower reported having grown a spike of 6 feet and two inches. While the largest florets that I have measured were 7½", one grower reports having grown 8" florets, which puts White Gold very definitely in the mammoth class.

The color of White Gold is a rich cream, blending to bright gold in the throat; florets are wide open, slightly ruffled, of excellent substance, with excellent placement, on spikes that are always straight: while it produces 5-6 open for me, others have reported that they have had eight open.

Attention is again called to the fact that, like Picardy - one of its parents - spikes from young bulbs are likely to produce short, stubby flowerheads with 11-13 buds, while older bulbs, only, produce typical spikes with 18-21 buds on flowerheads that leave nothing to be desired in the matter of length.

White Gold is an unusually robust grower, with heavy, broad foliage, and it produces bulblets in abundance, whose germination is near 100%. It is also one of the earliest - 65 - 80 days. While a single, well-grown spike of White Gold is striking, the effect of a mass showing in basket or large vase is especially imposing, not to say startling, and this feature will make White Gold a favorite with florists as soon as it becomes established.

If you are looking for a SURE WINNER, don't overlook White Gold.

Prices: Large (jumbo bulbs while they last)

\$2.50

Medium- 2.00

Small- 1.50

Bulblets- @ .25, 10 - \$2.00

MARSEILLAISE - (Aida X Pelegrina)

While not shown as extensively as White Gold, Marseillaise has also won the Blue Ribbon at every show where it was entered to date.

It won the Blue Ribbon in its class at the Chicago Midwest Show of 1941. At the Wisconsin G. S. Show it won the Blue Ribbon in its class, was division champion, and was picked as Grand Champion Spike of the show - against strong competition .

From a California Grower— "I purchased a large bulb of **WHITE GOLD** from ----, I believe, last season, and was so pleased with it that I had to show it to a number of friends. On top of this, when I dug the bulb I got approximately 100 usable bulblets from it."

Marseillaise is a tall, large-flowered, glowing scarlet; late - 95 - 105 days. Florets large, up to 6-6½", good substance, plain petalled, of excellent placement on a long flowerhead; color a rich, glowing, velvety scarlet with cream line on lower petals; opens 6 - 7 on a 25 bud spike. Its tall spike, glowing color, and long flowerhead always draws the attention of visitors.

Prices: Large-	\$1.50
Medium-	1.00
Small-	.75
Bulblets-	@ .15, 10 - \$1.00

GENGHIS KHAN - (Beltane X Picardy)

Because of scarcity of stock, Genghis Khan missed out on every show in 1941. It is hoped that more adequate stock will permit it to be shown at a number of major shows during the coming season.

Genghis Khan is considered by competent judges to be the best Scheer variety to date. A huge, highly ruffled pink, with faultless placement on straight spike. Mid-season, 80 - 90 days. Florets up to 6¾", of very heavy substance, intensely ruffled, and somewhat laciniated with 6-7 perfectly placed florets open on a 19-21 bud spike; color a pleasing warm pink, blending to lighter throat; plant a vigorous grower with heavy foliage, and a good bulblet maker. On this point I wish to make a correction of the statement made in my 1941 announcement. In that announcement I said that Genghis Khan appeared to be only a fair bulblet producer, and that large bulbs made very few bulblets; the past season has led me to change my opinion on this point, for Genghis Khan proved to be a very good bulblet maker, even the large bulbs doing well, and the stock from bulblets gave many #1 and #2 bulbs - it must be borne in mind that the 1940 season was an unusually short and generally unfavorable one for bulb and bulblet growth.

Genghis Khan, at its first showing in 1940, scored the signal honor of receiving four awards: Blue Ribbon as first in the open pink class, Purple Ribbon as division champion, Purple Rosette as best exhibition, and Purple Rosette as grand champion spike of the show.

Don't overlook this one as it is sure to be heard from.

Prices: Large-	\$15.00
Medium-	12.00
Small-	10.00
Bulblets	2.00 each, when bought separately
Purchasers of bulbs may buy ten bulblets with each bulb at the price of \$15.00 for ten.	

From a Michigan grower— "Speaking about **WHITE GOLD** reminds me that it was just about the best glad in all my plantings and that includes the 20,000 seedlings of my own. It certainly is everything that you said it was - and then some ----"

Other Scheer Originations

GARDENIA - (Maid of Orleans X Apricot Glow)

This variety has been on the market for several years and growers and florists are only just beginning to appreciate its quality. An Iowa grower reports that it was his best selling white, bringing premium prices over all others in the Des Moines market. In response to numerous requests and because of favorable comments from many sections, I am offering this variety this year.

Gardenia is a light cream, or milk white, decorative, with medium size florets- $4\frac{1}{2}$ "; color is uniform, without any mark; the petals are loosely waved and well placed on straight, wiry stems, giving the spike a very graceful appearance - Gardenia is a variety that appeals especially to the artistic and fastidious. Plant growth strong and healthy - many bulbs produce two, and sometimes three or more, strong spikes, and bulblet production is exceptionally good.

While I do not make a practice of selling cut gladiolus, local florists have clamored for Gardenia and I have had to accede to their request on many occasions.

If you appreciate a really artistic flower, by all means try Gardenia.

Prices:	Large-	@	.20	12 for	\$1.50
	Medium-	@	.15	12 for	1.25
	Small-	@	.10	12 for	1.00

BELTANE THE STRONG - (Mrs. P. W. Sisson X Comm. Koehl)

While not listed last year, so many requests were received for it last year that I have decided to offer it now.

Beltane is one of the parents of Genghis Khan.

A light red, with inconspicuous deeper feather in throat. Florets of medium size, with considerable ruffling: 6-7 florets open on a straight spike; healthy plant and bulb and good bulblet producer. Valuable especially in breeding as it seems to transmit its ruffling to the offspring.

Prices:	Large-	@	.50
	Medium-	@	.35
	Small-	@	.25
	Bulblets-		25 for \$1.00

Terms - Cash with order.

All stock delivered, charges paid, at prices quoted.

Shipments will be made when all danger of freezing is over.

Geo. H. Scheer, M. D. Gladiolus Breeder
910 New York Avenue
Sheboygan, Wisconsin

From a prominent Canadian fancier and grower— "I sent an air express shipment of seedlings to Washington State Fair - 15 in all - in which were included two spikes of **WHITE GOLD**. One **WHITE GOLD** was placed in the open white class and was awarded First Prize; the other was shown with my seedlings in a class known as the Air Express Class; there were 22 entries in the class, including ----. **WHITE GOLD** was selected as the best spike in the class and was awarded the Gold Medal. ---- I also exhibited a vase of **WHITE GOLD** at our first show and got First Prize and best vase in show. At the second Calgary show I entered a basket of **WHITE GOLD** and got first prize." (Incidentally, this entry also won the Canadian G. S. Silver Medal.)

17th Annual1942 Edition

"The Gladiolus"

Published by

THE NEW ENGLAND GLADIOLUS SOCIETY

Organized 1920

Incorporated 1935

272-page book, bound in cloth boards, stamped in gold (illustrated), with new articles, reports of shows; and advertisements of about 50 leading growers of Gladiolus. Some new and interesting features are listed below.

New Varieties:—*On the West Coast*, Willis H. Wheeler; *Corn Belt*, Carl Fischer; *Alberta Selections*, Prof. Shoemaker; *Trial Gardens, 1941*; Maryland G. S.; *West Virginia G. S.*; J. R. Hopkin's now famous annual *Ratings for 1941, the best by color groups*; Dr. Lovesey's *Symposium of 1941 Show Winners* (45 shows).

Culture:—*Sand Tank Culture*, Stephen Chase, Florida; *For Home Gardens*, F. M. Barnes, Vermont; *For Show Rooms*, Mr. and Mrs. Waite, Iowa (326 ribbons, 19 medals, 7 trophies, won 1941); *Cutting Blooms to Ship*, Douglas A. Neff, New York.

Hybridizing:—*For Specific Colors*, J. R. Almey, Horticulturist, Canadian Pacific Railway, Winnipeg; *Breeding for Yellows*, B. R. Kadel, Penna.; *Surprises*, Milton Jack, British Columbia; *Parentage List* (continued), Rev. C. H. Birch.

Botanical Study, Gladiolus Cormlet:—by Sister Geiger—final instalment, complete in itself; invaluable permanent record; many illustrations.

Research:—First release of two outstanding articles for commercial and amateur growers. *Single Treatment to Destroy Thrips on Corms with Methyl Bromide*, California Dept. Agric.; *Resistance to Fusarium Yellows (Wilt Disease)*, Lucia McCulloch, U. S. Dept. Agriculture; *Colchicine Technique*, Thomas Manley, West Virginia Univ.

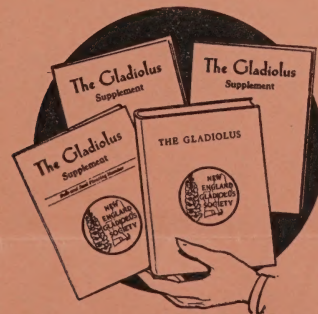
Some New Contributors:—Everett Long, Leo Matthews, Frances Elliott, G. A. Blanchard, W. W. Brough (New Zealand), F. W. Ritchie (Australia), Chester F. Kuhn.

Other Familiar Experts:—Dorothea Kuhn, Dr. George H. Scheer, R. H. Nelson.

The book is a rich storehouse of valuable and intensely interesting material, free to all N. E. G. S. members, published by this non-profit organization devoted to the collection of research and other material on the Gladiolus from all available sources and, to the dissemination of such knowledge to more than 3,300 members located in every state, all Canadian provinces and over twenty foreign countries.

This valuable book free with each membership

Fill in, Tear off, and Mail



DATE.....

To ALBIN K. PARKER, Secretary, Box 2, Norwood, Mass., U. S. A.

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\$2.00 ☐

Entitles you to a deluxe, flexible, imitation leather-bound copy of THE GLADIOLUS issued in January. You will receive also April, July and October Supplements (about 36 pages each) containing current information and seasonal articles on planting, fertilizing, hybridizing, growing for and shipping to shows; the listing of over fifty show dates on this continent; harvesting, curing, storing; reporting of over forty shows; also news from the twenty-five affiliated Gladiolus societies from coast to coast and from foreign sources.

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Remit to New England Gladiolus Society, Inc., by Check, Money Order or Cash; make U. S. or International money orders payable in Norwood, Mass., U.S.A.

It is my aim to release only such varieties as have proven to be exceptionally resistant to the various plant and corm diseases that affect gladiolus.

Last fall was, beyond question, the very worst digging season that we in this section have ever experienced. Continuous precipitation, almost without a glimpse of the sun, prevailed from the beginning of September to freezing time and converted the fields into quagmires; much of the stock had to be literally dredged out. With the humidity constantly around 95-100, it was virtually impossible to dry stock for months, even with heat in the dry-house - worse drying conditions would be impossible. In spite of all this, very few of my seedlings showed any sign of disease beyond a few occasional scab spots.

If, at any time, you should be near Sheboygan in your travels, you are invited to visit my patch. Interested visitors are always welcome.

Yours, for better glads,

GEO. H. SCHEER

SCHEER GLADIOLUS
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